

EC'd Yes Last Received: 08/08/2012 4:52 PM Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 884 Agency C/P1/P2/E 12/11/884 Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey Flight Dates 08/15/2012 - 08/21/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---

	23	M	11P-1130P	30 ROCK	:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
Rating: 1.8												

	24	TU	11P-1130P	30 ROCK	:30	\$250.00	08/21-08/21	1	1	1	\$250.00	
Rating: 1.8												

	25	W-F	2P-3P	STEVE WILKOS	:30	\$150.00	08/15-08/17	1	1	1	\$150.00	
--	----	-----	-------	--------------	-----	----------	-------------	---	---	---	----------	--

	26	M-TU	2P-3P	STEVE WILKOS	:30	\$150.00	08/20-08/21	1	1	1	\$150.00	
--	----	------	-------	--------------	-----	----------	-------------	---	---	---	----------	--

---REPORT TOTALS---
Report Totals: 23 / \$10,225.00

---SALES MONTHLY TOTALS---

Aug 12: 23 / \$10,225.00
Sales Totals: 23 / \$10,225.00
Station Totals: 23 / \$10,225.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---												
				Market Totals	\$170,417							
				CATV	0%	WAVY	46%	WGNT	0%	WPXV	0%	WTKR 26%
				WTVZ	4%	WVBT	6%	WVEC	18%			

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

EC'd Yes Last Received: 08/08/2012 4:52 PM Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 884
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/884
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938